

8 INCENTIVE REBATE CUSTOMER CREDIT CARD STATEMENT CREDIT CARD NUMBER CUSTOMER INCENTIVE TRANSMITTED FROM CONTROLLER TO APPLIED TO CUSTOMER AND PURCHASE INFORMATION CREDIT CARD CONTROLLER 104 CUSTOMER INCENTIVE REBATE TRANSMITTED FROM CUSTOMER 96 CONTROLLER TO TRANSMITTED TO CREDIT CREDIT CARD CONTROLLER CREDIT CARD NUMBER INCENTIVE CARD CONTROLLER AND PURCHASE INFORMATION 102 **INCENTIVE REBATE** CONTROLLER CALCULATES 94 CUSTOMER GASOLINE WITH CUSTOMER INCENTIVE CREDIT CARD CUSTOMER PAYS FOR 100 CUSTOMER INCENTIVE RETRIEVES CUSTOMER CUSTOMER INCENTIVE INFORMATION FROM 92 **BRAND AND** CUSTOMER GASOLINE CONTROLLER SELECTS STATION INCENTIVE DATABASE

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Fig. 4A

208 TO CUSTOMER TRANSMITTED CONTROLLER INCENTIVE **IDENTIFIER PROGRAM** 214 . 200 APPROPRIATE MEANS 206 PROGRAM PRICE PROVIDED BY PAYMENT MECHANISM CUSTOMER ENTERS INFORMATION 212 PROGRAM PRICE CONTROLLER **DETERMINES** 204 CUSTOMER CUSTOMER INCENTIVE CUSTOMER **IDENTIFIER PROGRAM ENTERS** 210 CUSTOMER INCENTIVE RETRIEVES CUSTOMER CUSTOMER INCENTIVE INFORMATION FROM 202 ACCORDING TO **PURCHASES** CUSTOMER GASOLINE **PROGRAM** CONTROLLER INCENTIVE DATABASE

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Fig. 4

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CUSTOMER INCENTIVE DATABASE RECORD 36

INFORMATION DATE RANGE DATE RANGE PURCHASE PURCHASE **PROGRAM** 36G **PROGRAM** DATE, DATE, DATE GALLONS MONTH 36F USED THIS 15 40 PROGRAM 36E PRICE \$1.50 \$1.60 GALLONS/MONTH **GALLONS/MONTH** GAS QUANTITY 36D 100 40 OCTANE BRAND OCTANE GRADE BRAND 39C GAS 89 9 INFORMATION CREDIT CARD 123-4567-8910 234-5678-9101 36B CUSTOMER JANE DOE 36A NAME SMITH JOHN 37B

Fig. 5A

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SPONSOR ID, FEE SPONSOR ID, FEE INFORMATION 36H SPONSOR DATA DATA DATE RANGE DATE RANGE INFORMATI **PURCHASE PURCHASE PROGRAM PROGRAM** CUSTOMER INCENTIVE DATABASE RECORD 36' 36G DATE, DATE, DATE ON GALLO MONT H NS USED 36F THIS 15 40 **PROGRAM** 36E PRICE \$1.50 \$1.60 QUANTITY GALLONS/ GALLONS/ 36D MONTH MONTH GAS 100 40 OCTANE BRAND A OCTANE BRAND A GRADE 36C GAS 8 8 IDENTIFI 123-4567-8910 234-5678-9101 **PROGRA** 36B ER Z JANE DOE **ER NAME** CUSTOM 36A **SMITH** JOHIN 37B

Fig. 5B

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GASOLINE PURCHASE DATABASE RECORD 40

\$0.15/GALLON \$2.25/GALLON | \$0.20/GALLON 40F TAXES \$2.00/GALLON PUMP PRICE 40E GALLONS OF RETAIL **PURCHASED** 40D GAS 10 20 40C GRADE GAS 90 89 INFORMATION CREDIT CARD 123-4567-8910 234-5678-9101 40B CUSTOMER JOHN SMITH JANE DOE 40A NAME 41B

Fig. 6

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AUTOMOBILE SALES DATABASE RECORD 44

44E	AUTOMOBILE SALES INFORMATION	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L
44D	INCENTIVE DATE INFORMATION	PURCHASE DATE, PROGRAM LENGTH	PURCHASE DATE, PROGRAM LENGTH
44C	CUSTOMER INCENTIVE INFORMATION	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON
44B	CUSTOMER INFORMATION & CREDIT CARD NUMBER	123-4567-8910	234-5678-9101
44A	CUSTOMER NAME	JOHN SMITH	JANE DOE
		45A	45B

Fig. 7

THE BASE PRICE TO ADD THE TAX TO PROGRAM PRICE CALCULATE CUSTOMER END 120 yes use man were some som and hodfuller was tree and some fire and the fir CUSTOMER REBATE TO 116 110 **PROGRAM** ACTIVE? THE CREDIT CARD Hajdukiewicz, et al. TRANSMIT THE 114 CUSTOMER INCENTIVE RETRIEVE DATA SUBTRACT THE PROGRAM PRICE FROM THE RETAIL INFORMATION FROM CREDIT CONTROLLER **PURCHASE** GASOLINE RECEIVE CARD

Fig. 8

124

CUSTOMER BILLING

122

PUMP PRICE TO CALCULATE THE CUSTOMER REBATE STATEMENT

CONTROLLER FOR INCLUSION AS A CREDUT ON THE

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SAMPLE CALCULATION SPREADSHEET 111

	VARIABLE	COST OR QUANTITY	DESCRIPTION OF VARIABLE OR CALCULATION
1123	GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
	RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
	TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
7	TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
114,	PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120'	TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122,	REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE – TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

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INFORMATION INFORMATION, INFORMATION, CUSTOMER ACCOUNT ACCOUNT ADDRESS, 32E ADDRESS, OTHER ETC. CREDIT CARD DATABASE RECORD 32 MANUFACTURER A MANUFACTURER A INFORMATION AUTOMOBILE AUTOMOBILE 32D INCENTIVE **PROGRAM** INCENTIVE 32C **PROGRAM** MEMBER? YES YES INFORMATION CREDIT CARD 123-4567-8910 234-5678-9101 CUSTOMER 32B CUSTOMER JANE DOE 32A JOHN SMITH NAME 33A 33B

Fig. 10

SPONSOR INFORMATION INCLUDING PROGRAM INCENTIVE SYSTEM TRANSMITTED TO CONTROLLER DENTIFIER The Last by the Last and the Child for the term and the last and the l Hajdukiewicz, et al. CUSTOMER A DENTIFIER PROGRAM **PROVIDES** SPONSOR ACCOUNT WITH **ESTABLISHES** CUSTOMER INCENTIVE **PROGRAM** SPONSOR

152

150

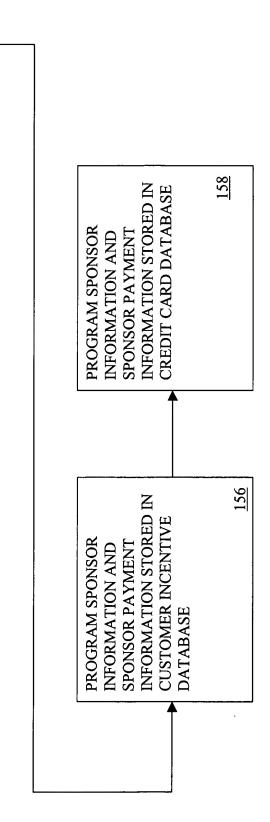


Fig. 11

<u>176</u> SELECT A PROGRAM PRICE 174 180 MARKET INDICATORS RELEVANT RETRIEVE END 172 182 IMPLEMENT A HEDGE PROGRAM FUTURES TO RETRIEVE PROGRAM **PURCHASE** SPONSOR FEE INFORMATION YES 8 170 HEDGE? INFORMATION 178 CUSTOMER RETRIEVE USAGE

- 169

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Fig. 12